



**CALIFORNIA
HIGH-SPEED RAIL
AUTHORITY**

BRIEFING: MAY 2011 EXECUTIVE/ADMINISTRATIVE COMMITTEE MEETING

AGENDA ITEM #6

TO: Chairman Pringle and Board Members

FROM: Jeffrey M. Barker, Deputy Director

DATE: April 27, 2011

RE: Outreach & Communications Update

Purpose

This informational briefing is intended to update the Board on the status, management, and performance of the Authority's statewide outreach and communications contract. The contractor will be present at the Executive/Administrative Committee May 4.

Background

Following a competitive bid process, in October 2009, the Authority Board voted to approve a staff recommendation to contract with Ogilvy PR Worldwide for statewide communications and outreach activities, bringing those services under the direct management of the Authority rather than as a subcontractor to the Program Management Team. The contract was not to exceed \$9 million over the course of 4½ years. The contract was not executed until February 2010 and Ogilvy began work for the Authority in the last days of that month.

Ogilvy's early efforts included revamping the Authority's Web site, introducing a social media communications component, drafting and distributing uniform materials for statewide use, increasing contact with elected officials (local to federal), and interacting with a broader array of business, labor, agricultural and community leaders throughout the state. Since February 2010, nearly 1,000 outreach meetings have been coordinated under the new communications/outreach team structure.

Through February 2011, Ogilvy has submitted invoices totaling \$2,073,510.38.

Activity Update

This calendar year, major activities have included:

- In February Ogilvy brought on an experienced manager, Katherine Strehl, to provide oversight and guidance of the work. Strehl is embedded within the Authority full-time.

- Ogilvy's activities have been expanded to include government relations work in both Sacramento (Don Wilcox) and Washington D.C. (Mark Kadesh and Drew Maloney).
- Outreach to the private business sector / industry related to the early stages of the procurement process (Request for Expressions of Interest).
- April 12 industry forum (planning and executive of the daylong event), which attracted more than 1,500 attendees, including international firms and hundreds of small businesses.
- Communications with stakeholders regarding the submission of a federal funding application to compete for Florida's re-allocated funds.
- Building a social media audience of approximately 3,000 Twitter followers and 4,000 Facebook fans.